

# HARVEY & COMPANY

INTELLECTUAL PROPERTY LAW

## CURRICULUM VITAE



### **DAVID S. GOODER**

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David Gooder is an internationally recognized trademark and brand protection lawyer. He has worked for almost 25 years at the forefront of intellectual property issues in the distilled spirits and wine industries and on IP challenges facing iconic global brands.

Most notably, David is known for being the founding Managing Director and Chief Trademark Counsel at Jack Daniel's Properties, owner of its namesake brand. He was also Chief Trademark Counsel for Brown-Forman Corporation, which owns over 30 distilled spirits and wine brands. In his position, David directed the company's global intellectual property work, most notably its large trademark portfolio, rights clearance, brand protection (including anti-counterfeiting), licensing and entertainment deals for the brands.

Some of David's notable achievements during his many years with Jack Daniel's/Brown-Forman include the following:

- Developed, with the late Gerry Ford, a consumer confusion "quick assessment" tool for gauging likely confusion for a fraction of the cost and time previously incurred in pilot surveys.
- Established and continually improved JD's policy-driven trademark enforcement program.
- Created the enforcement protocol and protest letter which went viral as the "World's friendliest cease and desist letter" which is now widely viewed as a "best practice."
- Lead the development of an analysis-based IP budgeting process.
- Presided over a multi-pronged enforcement program which had a > 98% success rate arising out of cases in 50+ countries.
- Created a "first of its kind" Brand Protection Liaison program which enhanced the Company's in-country response to law enforcement.
- Designed and built the Company's IP/Brand Protection program with more than 500 people in 190+ countries.

In 2013, David's team was honored by World Trademark Review magazine as the "Team of the Year" in the food, beverages & tobacco industries. In 2014, he was named one of World Trademark Review's 50 Market Shapers and in 2015 and 2016, named an IP Star by Managing Intellectual Property magazine.

David is a founding Director of the International Federation of Spirits Producers, the distilled spirits industry's anti-counterfeiting alliance. He served on the Board of IFSP for 14 years and was its Chairman for 10 of those years. For the International Trademark Association, David has been an officer and served two terms on the Board of Directors. He is currently Chairman of the INTA Foundation.

Before going in-house, David practiced trademark, copyright and entertainment law with Graham & James in Los Angeles and Luce, Forward in San Diego. Prior to his career as a lawyer, David was a free-lance video director, drummer and music director.

David is a 1987 graduate of the University of Arizona College of Law and is an avid skier, mountaineer, photographer and mountain bike rider. He is an Eagle Scout, is a certified coach in the National Interscholastic Cycling Association and has climbed some of the highest peaks in North America, South America, Asia and Africa.